LEO BURNETT U.S.A.
AD# BUC156-83 REQ# M18694 "FLAUNT YOUR BUCKS" - PAGE 4/C (8-3/4 x 11-1/2) NATIONAL, 1990

FLAUNT YOUR BUCKS

Full rich flavor, not full price.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Mfr. suggested retail price.

Kings: 14 mg "tar," 1.0 mg nicotine – Kings Lights: 10 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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